

**WHAT IS CLAIMED IS:**

1           1.     A method for implementing a reward program in which customers  
2           are selectively awarded generic miles, the method comprising:  
3           establishing an account associated with a customer; and  
4           crediting the account with one or more generic miles in exchange for an  
5           activity performed by the customer, the generic miles being redeemable for credit  
6           to the customer towards services from one or more of a plurality of airlines.

1           2.     The method of Claim 1, further comprising establishing an account  
2           associated with a partner.

1           3.     The method of Claim 2, further comprising crediting the account  
2           associated with a partner with a block of generic miles.

1           4.     The method of Claim 3, further comprising deducting at least a  
2           portion of the generic miles credited to the account associated with the customer  
3           from the account associated with the partner.

1           5.     The method of Claim 4, wherein the deducting is performed in  
2           response to a visit by the customer to the website of the partner.

1           6.     The method of Claim 4, wherein the deducting is performed in  
2           response to a purchase by the customer of a product or service from the partner.

1           7.     The method of Claim 4, wherein at least one of the crediting an  
2     account associated with the partner, crediting an account associated with the  
3     customer, and deducting at least a portion of the generic miles credited involves  
4     the Internet.

1           8.     The method of Claim 4, further comprising notifying a partner from  
2     whose account generic miles have been deducted of when the balance of generic  
3     miles in that account has reached a predetermined threshold.

1           9.     The method of Claim 1, further comprising notifying a customer  
2     whose account has been credited that the number of generic miles in the credited  
3     account has reached a redeemable level.

1           10.    The method of Claim 1, further comprising detecting fraud by  
2     verifying that the correct account associated with a partner is deducted.

1           11.    The method of Claim 1, further comprising detecting fraud by  
2     verifying that the correct account associated with a customer is credited.

1           12.    The method of Claim 1, wherein establishing an account associated  
2     with a customer comprises actively registering the customer in the reward program  
3     in response to a visit by the customer to a website associated with the reward

4 program.

1 13. The method of Claim 12, wherein actively registering the customer  
2 in the reward program comprises acquiring personal information about the  
3 customer.

1 14. The method of Claim 13, further comprising crediting the account  
2 associated with the customer with generic miles commensurately with the quality  
3 and/or quantity of the personal information.

1 15. The method of Claim 14, further comprising establishing an account  
2 associated with a partner, crediting the account associated with a partner with a  
3 block of generic miles, and deducting at least a portion of the generic miles  
4 credited to the account associated with the customer from the account associated  
5 with the partner.

1 16. The method of Claim 14, wherein the personal information is  
2 acquired through completion of an on-line short form.

1 17. The method of Claim 14, wherein the personal information is  
2 acquired through completion of an on-line extended form.

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2                   18.     The method of Claim 2, wherein establishing an account associated  
3 with a customer comprises actively registering the customer in the reward program  
4 in response to a visit by the customer to a website associated with the partner.

1                   19.     The method of Claim 18, further comprising acquiring personal  
2 information about the customer.

1                   20.     The method of Claim 19, further comprising crediting the account  
2 of the customer with generic miles commensurately with the quality and/or  
3 quantity of the personal information.

1                   21.     The method of Claim 20, further comprising crediting the account  
2 associated with a partner with a block of generic miles, and deducting at least a  
3 portion of the generic miles credited to the account associated with the customer  
4 from the account associated with the partner.

1                   22.     The method of Claim 20, wherein the personal information is  
2 acquired through completion of an on-line short form.

1                   23.     The method of Claim 20, wherein the personal information is  
2 acquired through completion of an on-line extended form.

1                   24.     The method of Claim 2, wherein establishing an account associated

2 with a customer comprises passively registering the customer in the reward  
3 program in response to a purchase by the customer of a product or service  
4 provided by the partner.

1 25. The method of Claim 24, wherein the product or service are  
2 purchased on-line.

1 26. The method of Claim 25, further comprising capturing an e-mail  
2 address of the customer in response to the on-line purchase.

1 27. The method of Claim 26, further comprising determining from the  
2 captured e-mail address if an account associated with the customer has already  
3 been established, and establishing an account associated with the customer only if  
4 an account associated with the customer has not already been established.

1 28. The method of Claim 24, further comprising acquiring personal  
2 information about the customer.

1 29. The method of Claim 28, further comprising crediting the account  
2 of the customer with generic miles commensurately with the quality and/or  
3 quantity of the personal information.

1 30. The method of Claim 29, further comprising crediting the account

2 associated with a partner with a block of generic miles, and deducting at least a  
3 portion of the generic miles credited to the account associated with the customer  
4 from the account associated with the partner.

1 31. The method of Claim 29, wherein the personal information is  
2 acquired through completion of an on-line short form.

1 32. The method of Claim 29, wherein the personal information is  
2 acquired through completion of an on-line extended form.

1 33. The method of Claim 27, further comprising generating and sending  
2 an e-mail to the captured e-mail address informing the customer that an account  
3 associated with the customer has been established and needs to be activated.

1 34. The method of Claim 33, wherein the account associated with the  
2 customer is deleted if said account is not activated.

1 35. The method of Claim 33, wherein account activation is performed  
2 by a visit to a website associated with the award program.

1 36. A system for rewarding customer behavior comprising:  
2 a generic miles system including a computer configured to establish an  
3 account associated with the customer, to credit the account with generic miles in

4 response to particular behavior by the customer, and to track credited generic  
5 miles; and  
6 a redemption system configured to redeem the generic miles credited to the  
7 customer for credit towards services from one or more of a plurality of airlines.

1 37. The system of Claim 36, wherein the particular behavior comprises  
2 providing personal information.

1 38. The system of Claim 36, wherein the computer credits the account  
2 commensurately with the quality and/or quantity of personal information.

1 39. The system of Claim 36, wherein the redemption system comprises  
2 a computer adapted to automatically redeem the generic miles from the one or  
3 more airlines.

1 40. The system of Claim 36, wherein the computer is adapted to  
2 establish an account associated with a partner and to credit the account with a  
3 block of generic miles.

1 41. The system of Claim 40, wherein the computer deducts at least a  
2 portion of the generic miles credited to the account associated with the customer  
3 from the account associated with the partner.

1                   42.     A system for rewarding the behavior of one or more customers in  
2 relation to one or more partners comprising:

3                   a generic miles system including a computer configured to establish an  
4 account associated with a customer and an account associated with a partner, to  
5 credit the accounts with generic miles, to track the credited generic miles, and to  
6 deduct generic miles credited to an account associated with a partner; and

7                   a redemption system configured to redeem the generic miles credited to the  
8 customer for credit towards services from one or more of a plurality of airlines.

1                   43.     The system for rewarding of Claim 42, wherein the computer  
2 comprises an application server having a memory for storing computer instructions  
3 and a processor for implementing the instructions.

1                   44.     The system for rewarding of Claim 43, wherein the memory  
2 comprises a mileage transfer unit implementing the crediting of the accounts  
3 associated with the customer and partner.

1                   45.     The system for rewarding of Claim 43, wherein the memory  
2 comprises an account balance detection unit implementing the tracking of the  
3 accounts associated with the customer and partner.

1                   46.     The system for rewarding of Claim 45, wherein the account balance  
2 detection unit notifies the partner when the balance of generic miles in the account  
3 associated with the partner has reached a predetermined threshold.



1                   47.     The system for rewarding of Claim 43, wherein the memory  
2                   comprises an earning notification unit adapted to notify the customer when the  
3                   balance of generic miles in the account associated with the customer has reached a  
4                   redeemable level.

1                   48.     The system for rewarding of Claim 43, wherein the memory  
2                   comprises a fraud detection unit adapted to verify that a customer account has been  
3                   correctly credited.

1                   49.     The system for rewarding of Claim 43, wherein the memory  
2                   comprises an account status unit, a transaction history unit, an advertising unit, a  
3                   registration unit, and a system administration and security unit.

1                   50.     The system for rewarding of Claim 43, wherein the memory  
2                   comprises a redemption unit defining the redemption system, the redemption unit  
3                   automatically redeeming the generic miles from the one or more airlines.

1                   51.     The system for rewarding of Claim 43, wherein the computer  
2                   comprises a web server providing access to the Internet.

1                   52.     The system for rewarding of Claim 51, wherein the web server  
2                   hosts a webpage.

1                   53.    The system for rewarding of Claim 52, wherein the customer  
2 interacts with the system for rewarding through the webpage.

1                   54.    The system for rewarding of Claim 51, wherein the account  
2 associated with the customer is established on-line.

1                   55.    The system for rewarding of Claim 51, wherein the web server  
2 acquires personal information from the customer through the Internet.

1                   56.    The system for rewarding of Claim 55, wherein the computer  
2 credits the account associated with the customer with generic miles  
3 commensurately with the quality and/or quantity of personal information.

1                   57.    The system for rewarding of Claim 56, wherein the computer  
2 deducts at least a portion of the generic miles credited to the account associated  
3 with the customer from the account associated with the partner.

1                   58.    The system for rewarding of Claim 57, wherein the memory  
2 comprises a redemption unit defining the redemption system, the redemption unit  
3 automatically redeeming the generic miles from the one or more airlines.

1                   59.    The system for rewarding of Claim 58, wherein the web server

2 receives redemption instructions from the customer on-line, said instructions  
3 prompting the redemption unit to automatically redeem the generic miles by the  
4 customer.

1 60. The system for rewarding of Claim 43, wherein the application  
2 server credits the accounts associated with the customer and partner.

1 61. The system for rewarding of Claim 43, wherein the application  
2 server tracks the accounts associated with the customer and partner.

1 62. The system for rewarding of Claim 45, wherein the application  
2 server notifies the partner when the balance of generic miles in the account  
3 associated with the partner has reached a predetermined threshold.

1 63. The system for rewarding of Claim 43, wherein the application  
2 server notifies the customer when the balance of generic miles in the account  
3 associated with the customer has reached a redeemable level.

1 64. The system for rewarding of Claim 43, wherein the application  
2 server verifies that a customer account has been correctly credited.

1 65. The system for rewarding of Claim 43, wherein the application  
2 server defines the redemption system, the application server automatically

3 redeeming the generic miles from the one or more airlines.

1 66. The system for rewarding of Claim 51, wherein the computer  
2 establishes the account associated with a customer in response to a visit by the  
3 customer to a web page hosted by the web server.

1 67. The system for rewarding of Claim 66, wherein the computer  
2 credits the account associated with the customer based on personal information  
3 acquired by the web server.

1 68. The system for rewarding of Claim 67, wherein the computer  
2 credits the account commensurately with the quality and/or quantity of the personal  
3 information.

1 69. The system for rewarding of Claim 68, wherein the personal  
2 information is acquired through information from a short form generated by the  
3 web server.

1 70. The system for rewarding of Claim 68, wherein the personal  
2 information is acquired through information from an extended form generated by  
3 the web server.

1 71. The system for rewarding of Claim 42, wherein the computer

2 establishes the account associated with a customer in response to a visit by the  
3 customer to a web page associated with the partner.

1 72. The system for rewarding of Claim 42, wherein the computer  
2 credits the account associated with a customer with generic miles in response to a  
3 visit by the customer to a web page associated with the partner.

1 73. The system for rewarding of Claim 72, wherein the computer  
2 deducts at least a portion of the generic miles credited to the account associated  
3 with the customer from the account associated with the partner.

1 74. The system for rewarding of Claim 42, wherein the computer  
2 credits the account associated with a customer with generic miles in response to a  
3 purchase by the customer of a product or service provided by the partner.

1 75. The system for rewarding of Claim 74; wherein the computer  
2 deducts at least a portion of the generic miles credited to the account associated  
3 with the customer from the account associated with the partner.

1 76. The system for rewarding of Claim 74, wherein the product or  
2 service are purchased on-line.

1                   77.     The system for rewarding of Claim 76, wherein the web server  
2 captures an e-mail address of the customer in response to the on-line purchase.

1                   78.     The system for rewarding of Claim 77, wherein the computer  
2 determines from the captured e-mail address if an account associated with the  
3 customer has already been established, and establishes an account associated with  
4 the customer only if an account associated with the customer has not already been  
5 established.

1                   79.     The system for rewarding of Claim 74, wherein the web server  
2 acquires personal information about the customer.

1                   80.     The system for rewarding of Claim 79, wherein the computer  
2 credits the account of the customer with generic miles commensurately with the  
3 quality and/or quantity of the personal information.

1                   81.     The system for rewarding of Claim 80, wherein the personal  
2 information is acquired through completion of an on-line short form.

1                   82.     The system for rewarding of Claim 80, wherein the personal  
2 information is acquired through completion of an on-line extended form.

1                   83.     The system for rewarding of Claim 77, wherein the computer

2 generates and sends an e-mail to the captured e-mail address informing the  
3 customer that an account associated with the customer has been established and  
4 needs to be activated.

1 84. The system for rewarding of Claim 83, wherein the computer  
2 deletes the account associated with the customer if said account is not activated.